

Bethany Tiesman

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Simon Group Stylists

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PROFESSIONAL EXPERIENCE

Bethany Tiesman, Stylist Extraordinaire

Simon Group Stylists Agency Represented Makeup and Hair Stylist (2015 – present)

- Provide makeup and light hair services for print, tv, film, or video.
- Provide makeup and light hair services for commercial clients.
- Provide makeup and light hair services for private clients.

BEAUTY by Bethany Studio – Louisville/Lexington, KY

Owner/Freelance Makeup and Hair Stylist (4/07 – present)

- Provide airbrush makeup applications for clients in studio and on location
- Provide airbrush makeup for special events, bridal, lessons, print, and film.
- Provide facial waxing and eyelash/eyebrow tinting services.
- Retail studio line of cosmetics for weddings, lessons, and clients.
- Member of the Kentucky chapter of the American Bridal Consultants Association
- Member of the Your Wedding Essentials

AVEDA SERVICES MID-AMERICA/FREDRICKS CORPORATION – Louisville/Central/Western, KY

Salon Development Partner / Account Manager (08/03 – 4/07)

- Continuously analyze business with salon owners to determine growth strategy, and create customized plans to increase revenue through education, events, merchandising and marketing
- Provide ongoing in-salon education for team members, including building relationships, discovering needs, and offering solutions; coach team to create an excellent salon/spa service by utilizing verbiage, value-added services, and personalized rituals to meet each guest's needs
- Facilitate regional education events focusing on providing a strong foundation of product knowledge, as well as assisting team members in achieving higher levels of confidence and skills
- Plan and execute in-salon/spa events to drive retail sales
- Education and execute make-up events/services

Z SALON AND SPA – Louisville, KY

Makeup Artist (10/01 - 08/03)

- Provided make-up consultations and services for guests...including special events, bridal, proms, print, and celebrity appearances
- Provided skin care consultations and mini facials
- Provided facial waxing, eyelash/eyebrow tinting, and false eyelash consultations and services for guests
- Maintained an average \$3,500 in retail per month
- Provided in salon education for makeup

AVEDA EXPERIENCE CENTER – Louisville, KY

Aveda Advisor/Make-up Artist (2000-2001)

- Provided make-up consultations and services for guests
- Maintained retail product, implemented promotions, and created artistic displays

AWARDS/RECOGNITION

- 2008 – **WLKY's A-list WINNER for Best Wedding Makeup**
- 2004-2006 - **Leadership in Sales Growth Award** - (comp growth) – Aveda Services Mid-America

PUBLICATIONS

- 2014 - **Southern Living Magazine** - May Issue – Ashley Judd Makeup suggestions
- 2013 - **Southern Living Magazine** - May Issue – Derby
- 2011 - **The Voice Tribune** - Spring Bridal Issue
- 2011 - **NFocus Magazine** - Jan. Bridal Issue
- 2010 - **Herscene.com** - Monday Morning Makeup over
- 2010 - **Everydayhealth.com** - Interview about professional makeup artistry and bridal makeup
- 2010 - **Kentucky Weddings Magazine** - 2 “BEAUTY by Bethany” brides featured
- 2007 - **Self Magazine** - Makeover
- 2002- 2005 - **Today's Woman Magazine** - Various makeovers
- 2008 – **Louisville Bride Magazine Spring/Summer** - Cover and inside 10 page spread on bridal beauty
- 2007 - **Talullah Glossary Advertisements** - Key Makeup Artist for all Tallullah cosmetics marketing/advertisements
- 2005 - **Louisville Bride** - Cover and inside bridal beauty spread
- 2003 - **Self Magazine Feb./Mar.** - Makeover
- 2003 - **Louisville Bride** - Cover and inside bridal beauty spread
- 2002 - **Today's Woman** -Makeovers
- 2001 - **Today's Woman** – Makeovers

TV/Video/Print

- 2015 – **Williamson Adams Agency**
- 2014 – **Mead Johnson Nutrition**
- 2014 – **Muhammad Ali Center Humanitarian Awards**
- 2013 – **Lilly Pulitzer**
- 2013 – **Dub Productions**
- 2012 - **AskMen.com/Jim Beam**
- 2012 – **Creative Video Solutions**
- 2011 – **GFS Marketplace**
- 2011 – **OneSum Agency**

- 2010 – **Breyers**
- 2010 – **Merkley Kendrick**
- 2010 - **Lunacy Productions**
- 2009 - **First 48 for A&E TV**
- 2008 - **US Army**
- 2008 - **Good Morning Kentuckiana**
- 2008 - **Katie King for Judge**
- 2007 - **Michael Breeding Media**
- 2005 - **Wave 3 Listens**
- 2003 - **Independent Film – “Goth”**

Fashion Shows/Stage Productions

- 2007 – 2010 - **KMS/Goldwell Professional Haircare Fashion Show**
- 2007 - **Dillard’s Lifestyle Squad Fashion Show with Nole Marin**

Celebrities/Public Figures

- Susan Sarandon
- Jessica Walker
- Angie Fenton
- Claudia Coffey
- Erin Brockovich
- Genevieve Gorder
- Jane Seymour
- Mrs. Clay Walker
- Martin Short
- Nole Marin

Clients/Collaborations

- Alix Adams Modeling Agency
- Andrew Kung Photography
- Askmen.com
- A&E TV “First 48”
- C. Caswell Style
- Cosmo Modeling Agency
- Chanel Cosmetics
- Creative Video Solutions
- District Court Judge Katie King
- Elizabeth Arden Cosmetics
- Goldwell Professional Hair care
- Jim Beam
- Kentucky Bride Magazine
- KMS California
- Laura Mercier Cosmetics
- Lawrence Productions
- Louisville Bride Magazine
- Michael Breeding Media
- Pinnacle 10 Model Management Co.
- Smuggler Productions

- Southern Living Magazine

Education

- 2009 - **“EVOLUTION” by The Powder Group**
- 2007 - **“Airbrush makeup” by David Klasfeld**
- 2003-2007- **various Aveda training in product knowledge, retail sales, and lifestyle**
- 2000-2003 - **various salon training with Z Salon and Spa**
- 1999 - **Roy’s of Louisville Cosmetology Academy...graduated cosmetology course of 1800 hrs**